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FOR IMMEDIATE RELEASE:

Golden Drum and Masterfile Help the City of Piran To Find a New Look

Toronto, Canada – September 15, 2005 – Several months back Masterfile and Golden Drum invited creatives from around the world to design a fresh and exciting new poster for the city of Piran. The challenge was to describe Piran's uniqueness as a tourist destination and convey it in a convincing and exciting way via Poster or City Light. The key to it all was to generate creative with as unique and interesting a feel as possible.

The competition closed on August 20, 2005, with more than 400 entries from around the globe. "The Masterfile/Golden Drum competition has given a large number of talented creatives the opportunity to show off their finest work on a platform that will generate major exposure," says John McDonald, Masterfile's Vice President, Marketing. "The Municipality of Piran is the most touristically developed municipality in Slovenia, so there are sure to be a lot of eyes on the winners of this contest."

"The competition was the first of it's kind for us and Barbara Ludwig of Masterfile Austria did an incredible job of bringing it all together," adds Geoff Cannon, Executive Vice President of Masterfile. "In giving entrants access to our hi-res image files for the purpose of this contest we were able to ensure that everyone had a fair shot at submitting the very best work they could. The results have been amazing."

First place winner of the competition will be awarded 5,000 Euros, free entrance to this year's festival, a special guest of honour spot at Golden Drum and will have their work displayed in Piran's famous Tartini Square for two weeks in October.

Winning entries will be available for viewing at www.masterfile.com and www.goldendrum.com in the coming weeks.

About Masterfile

Masterfile Corporation is a global visual content provider, with an exceptional collection of rights-managed and royalty-free images by world-class artists. The images, covering a wide range of subjects, are stored digitally, showcased, licensed and delivered instantly to business clients worldwide via the Internet. Headquartered in Toronto, Masterfile has offices in New York, Chicago and Seattle, plus independent agents in 35 other countries.

About Golden Drum

The Golden Drum International Advertising Festival is now in its twelfth year. It has grown beyond Europe into an important event recognized throughout the world. From Trieste to Vladivostok, from Helsinki to Tel Aviv, the Golden Drum is the biggest and most important advertising event of the year.

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